Getting to Yes

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5 Key Steps to Selling Your Idea

• Get Your Vision Right
• Have a Clear Message
• Create Urgency Through Self-Interest
• Build Your Guiding Team (Supporters)
• Celebrate Small Wins
Get Your Vision Right

- What do you want to accomplish?
- Your vision should be intellectual and emotional
- Show a compelling, motivating picture of the future
- Clarify the consequences of inaction
Develop a Clear Message

- No more than 10 seconds to deliver your message
- Complexity and clutter makes processing information difficult
- One idea per message – you aren’t trying to change the entire operation of the library today.
Create Urgency through Self-Interest

• Work with the engaged employees
• Sell why your idea is important, if you aren’t sure it is then you have not done step 1
• Move people to action by showing empathy
• Let others spread your ideas
Build Your Guiding Team

- This rarely includes your boss
- Your guiding team should give you guidance
- If your team has reservations LISTEN
- Must have one connector
- Gather information not perceptions
Celebrate Small Wins

• Small wins are still wins
• Praise your supporters, always say thank you
• If everything is aligned you will have wins
• Make these changes stick
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